

Notice of Allowability

Application No.

10/058,970

Examiner

Mark Fadok

Applicant(s)

PERKOWSKI, THOMAS J.

Art Unit

3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 6/29/2007.
2. ☒ The allowed claim(s) is/are 98-115.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☒ Interview Summary (PTO-413),
Paper No./Mail Date 9/12/2007.
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

Response to Amendment

The examiner is in receipt of applicant's response to office action mailed 12/27/2007, which was received 6/29/2007. Acknowledgement is made to the cancellation of claims 1-97 and the addition of claims 98-115. As a matter of record the amended title is entered. The examiner has carefully considered applicant's remarks and amendment and finds them to be persuasive. Therefore the following reasons for allowance are presented.

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Perkowski on 9/12/2007.

Claim 1 - line 33, after the phrase delete "for programming" and insert—operable to program--

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Claim 1 - line 35, delete "for allowing" and insert—operable to allow-

Claim 1 - line 39, before the phrase delete "for allowing" and insert--operable to allow--

Allowable Subject Matter

The following is an examiner's statement of reasons for allowance:

Claims 98-115 are allowable.

The following is an Examiner's statement of the reasons for allowance for independent claim 98.

The present invention is directed a system for creating web pages from remote team members, the web pages including URLs specifying the location of a plurality of resources. Said system being activated by a tag embedded in an html document that when activated automatically causes the web pages to be generated based on a managed UPN/URL link structure, inter alia, "a UPN/URL database server, in communication with said first Internet-enabled information server, for storing and managing a UPN/URL link structure for each consumer product registered with said Web-based consumer product marketing communication network, a set of URLs specifying the location of a plurality of CPI resources located on the WWW, for programming said plurality of independently programmable display modes of said MMVK created and deployed for the consumer product identified by said UPN;

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a second Web-based subsystem for allowing product management team members to manage said CPI link structures for said plurality of consumer products, and independently program said set of CPI resources displayable during said CPI menu display mode of each said installed MMVK , a third Web-based subsystem for allowing members of the product management team to independently program the advertising and promotional display modes of each MMVK with one or more advertising and promotional spots; wherein each said MMVK is implemented employing (a) a computer-executable server- side component stored on said first Internet-enabled information server”.

Discussion of most relevant art:

US Patents and PG-PUB

(i) US Patent 6,154,738 to Call teaches a method for directing a user to pertinent URLs from a web page activated link. Carter III, however, fails to render the above-mentioned application's limitations obvious because it does not build the web page at the URL matching server.

Any comments considered necessary by the applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submission should be clearly labeled “Comments on Statement of Reasons for Allowance.”

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Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mark Fadok** whose telephone number is **571.272.6755**. The examiner can normally be reached Monday thru Friday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Jeffrey Smith** can be reached on **571.272.6763**.

Any response to this action should be mailed to:

Commissioner for Patents

P.O. Box 1450

Alexandria, Va. 22313-1450

or faxed to:

571-273-8300

[Official communications; including

After Final communications labeled

"Box AF"]

For general questions the receptionist can be reached

at 571.272.3600

Information regarding the status of an application may be obtained
from the

Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see <http://pair-direct.uspto.gov>.

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Should

you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

A handwritten signature in black ink, appearing to read 'Mark Fadok', with a stylized, flowing script.

Mark Fadok

Primary Examiner